



State of Utah

Department of  
Natural Resources

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## News Release

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## GOVERNOR WALKER KICKS OFF EARTH DAY AND LAUNCHES NEW ENERGY EFFICIENCY CAMPAIGN

Salt Lake City, April 21, 2004 – At a press conference today, Gov. Olene Walker and students from a 6<sup>th</sup> grade Peruvian Park Elementary School class kicked off earth day by announcing the Utah launch of a national public service advertising (PSA) campaign designed to engage children and their parents in energy efficient behavior through a new spokes-villain, the Energy Hog. The Advertising Council, creator of Smokey the Bear and Friends Don't Let Friends Drive Drunk, developed this campaign in partnership with the Utah Energy Office and other national and local partners. A new Web site, [www.energyhog.org](http://www.energyhog.org), has also been launched.

"Energy conservation is an effort that simply must be a priority for all of us," Walker said. "I'm excited about this new campaign, designed to motivate children to practice energy-saving activities with their parents, making their homes more energy-efficient. Not only will this make a difference in all our homes individually, but the results will be felt throughout our communities and our state."

The PSAs introduce the Energy Hog, a computer generated creature that appears in the homes of families that are not using energy efficiently. In all of the PSAs, children come to the rescue and get rid of the Energy Hog. The spots direct audiences to [www.energyhog.org](http://www.energyhog.org), where they can train to become Energy Hog Busters and learn fun and simple ways to use energy more efficiently.

According to U.S. National Energy Policy estimates, over the next 20 years U.S. natural gas consumption will rise by more than 50 percent, and our country's demand for electricity will increase by 45 percent. By practicing simple conservation measures and using energy more efficiently, families can build strong energy habits, save money by reducing energy bills, and help their communities reduce pollution caused by our demand for energy.

According to Christine Watson, Utah Energy Office, "If each Utah household switched from a regular, incandescent bulb to a compact fluorescent light (CFL) bulb in just one light fixture, together, we could save as much as \$20-30 million over the life of a CFL bulb."

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The Utah Energy Office encourages media across Utah to support this campaign by running the PSAs often in an effort to promote positive change in local energy consumption.

The new campaign is sponsored by Energy Outreach Colorado and supported by the United States Department of Energy, The Home Depot, the North American Insulation Manufacturers Association, the National Fuel Funds Network, the Utah Energy Office, and 19 other state energy offices. The campaign includes television, radio and Internet PSAs. The new ads primarily target children between the ages of 8 and 13 because when kids are enthusiastic, they can energize their families

Per the Ad Council model, the PSAs have been distributed to media outlets in Utah and will run and air in advertising time and space that is donated by the media.

**The Utah Energy Office**

The Utah Energy Office promotes efficient use and appropriate development of energy resources in Utah. This mission is accomplished by providing the public, private industry, nonprofit organizations, and government agencies with information, objective research, technical assistance, and energy-related policy analysis, as well as access to federal and state energy programs.

**The Advertising Council**

The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action, and saving lives. To learn more about the Ad Council and its campaigns, visit [www.adcouncil.org](http://www.adcouncil.org).

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